



WCPO

ORDER

Print Date 09/27/12

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Flight Dates **09/28/12-10/02/12**

Contract / Revision **312959 /**
Original Date / Revision 09/27/12 09/27/12
Advertiser **Romney / Republican / Presi**
Agency **American Rambler Producti**
Buying Contact
138 Conant Street
Beverly, MA 01915

Product
Candidate. Romney for President

Agency Com 15%
Billing Contact
138 Conant Street
Beverly, MA 01915

Sales Office EWSDC
Sales Region NAT
Agency Ref

Order Sep 00:20:00
Estimate # **426**
Alt Order #
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A35+
Rev Codes POL POL CAND
Product Codes PL
Priority P-2
Advertiser Ref

Primary Account Executive
 Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share %	Market Value	
Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBQC	%	
WCET	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	
WXIX	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	16	\$23,970.00	\$28,200.00	0.00	08/27/12	09/30/12	16	\$23,970.00	\$28,200.00
October 2012	27	\$40,630.00	\$47,800.00	0.00	10/01/12	10/02/12	27	\$40,630.00	\$47,800.00
Totals	43	\$64,600.00	\$76,000.00	0.00					

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WCPO	10/01/12	10/02/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	22-----	1:00	4	\$800.00	P-3	0.00 NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/01/12	10/07/12	22-----	4		\$800.00		0.00					
N 2	WCPO	09/28/12	09/28/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	----F--	1:00	2	\$800.00	P-3	0.00 NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/24/12	09/30/12	----F--	2		\$800.00		0.00					
N 3	WCPO	09/28/12	09/28/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	----F--	1:00	2	\$1,200.00	P-2	0.00 NM	2	\$2,400.00



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Contract / Revision 312959 Flight Dates 09/28/12-10/02/12

Hiatus Dates

Original Date / Revision 09/27/12/ 09/27/12

Order Sep 00:20:00

Advertiser Romney / Republican / Pre: Product Candidate. Romney for Pre Estimate # 426

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	WCPO	09/28/12	09/28/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	----F--	1:00	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	----F--					2	\$1,200.00		0.00			
N 4	WCPO	10/01/12	10/02/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	22-----	1:00	4	\$1,200.00	P-2	0.00	NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	22-----					4	\$1,200.00		0.00			
N 5	WCPO	09/28/12	09/28/12	M-F 9-10a Live with Regis and Kelly	CM	M-F 9-10a	----F--	1:00	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	----F--					1	\$800.00		0.00			
N 6	WCPO	10/01/12	10/02/12	M-F 9-10a Live with Regis and Kelly	CM	M-F 9-10a	11-----	1:00	2	\$800.00	P-2	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	11-----					2	\$800.00		0.00			
N 7	WCPO	10/01/12	10/02/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	11-----	1:00	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	11-----					2	\$1,200.00		0.00			
N 8	WCPO	09/28/12	09/28/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	----F--	1:00	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	----F--					1	\$1,200.00		0.00			
N 9	WCPO	09/28/12	09/28/12	M-F 12-1p News M-F 12-1p News	CM	12-1p	----F--	1:00	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	----F--					1	\$1,500.00		0.00			
N 10	WCPO	10/01/12	10/02/12	M-F 12-1p News M-F 12-1p News	CM	12-1p	11-----	1:00	2	\$1,500.00	P-2	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	11-----					2	\$1,500.00		0.00			
N 11	WCPO	09/28/12	09/28/12	M-F 2-3p 2-3pm General Hospital	CM	2-3p	----F--	1:00	1	\$1,600.00	P-3	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	----F--					1	\$1,600.00		0.00			
N 12	WCPO	10/01/12	10/02/12	M-F 2-3p 2-3pm General Hospital	CM	2-3p	11-----	1:00	2	\$1,600.00	P-3	0.00	NM	2	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	11-----					2	\$1,600.00		0.00			
N 13	WCPO	10/01/12	10/02/12	M-F 3-4p 3-4pm Katie	CM	3-4p	11-----	1:00	2	\$1,300.00	P-2	0.00	NM	2	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	11-----					2	\$1,300.00		0.00			
N 14	WCPO	09/28/12	09/28/12	M-F 3-4p 3-4pm Katie	CM	3-4p	----F--	1:00	1	\$1,300.00	P-2	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	----F--					1	\$1,300.00		0.00			
N 15	WCPO	09/28/12	09/28/12	M-F 5-530p News M-F 5-530p News	CM	5-530p	----F--	1:00	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	----F--					1	\$3,000.00		0.00			



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Hiatus Dates

Original Date / Revision 09/27/12/ 09/27/12

Order Sep 00:20:00

Advertiser Romney / Republican / Pre: Product Candidate. Romney for Pre Estimate # 426

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 15	WCPO	09/28/12	09/28/12	M-F 5-530p News M-F 5-530p News	CM	5-530p	----F--	1:00	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$3,000.00		0.00			
N 16	WCPO	10/01/12	10/02/12	M-F 5-530p News M-F 5-530p News	CM	5-530p	11-----	1:00	2	\$3,000.00	P-2	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	11-----					2	\$3,000.00		0.00			
N 17	WCPO	09/28/12	09/28/12	M-F 530-6p News M-F 530-6p News	CM	528-6p	----F--	1:00	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$3,000.00		0.00			
N 18	WCPO	10/01/12	10/02/12	M-F 530-6p News M-F 530-6p News	CM	528-6p	11-----	1:00	2	\$3,000.00	P-2	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	11-----					2	\$3,000.00		0.00			
N 19	WCPO	10/01/12	10/02/12	M-F 6-630p News M-F 6-630p News	CM	558-630p	11-----	1:00	2	\$3,000.00	P-2	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	11-----					2	\$3,000.00		0.00			
N 20	WCPO	09/28/12	09/28/12	M-F 6-630p News M-F 6-630p News	CM	558-630p	----F--	1:00	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$3,000.00		0.00			
N 21	WCPO	09/28/12	09/28/12	M-SU 11p Late News M-SU 11p Late News	CM	11-1135p	----F--	1:00	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$3,000.00		0.00			
N 22	WCPO	10/01/12	10/02/12	M-SU 11p Late News M-SU 11p Late News	CM	11-1135p	11-----	1:00	2	\$3,000.00	P-2	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	11-----					2	\$3,000.00		0.00			
N 24	WCPO	09/29/12	09/29/12	Late News Spec Ed (late Late News Spec Ed (late	CM	1130p-1a	-----S-	1:00	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-					1	\$800.00		0.00			
N 25	WCPO	09/30/12	09/30/12	SU 6-7p News SU 6-6:30p News	CM	558-7p	-----S	1:00	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S					1	\$2,000.00		0.00			
N 26	WCPO	09/30/12	09/30/12	M-SU 11p Late News M-SU 11p Late News	CM	11-1135p	-----S	1:00	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S					1	\$3,000.00		0.00			
N 27	WCPO	10/01/12	10/02/12	M-F 6-630p News M-F 6-630p News	CM	558-630p	MT-----	1:00	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MT-----					1	\$3,000.00		0.00			
Totals														43	\$76,000.00